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U. S. DEPARTMENT OF AGRICULTURE

JANUARY 1963

**FOOD STAMP
PROGRAM**



FOOD GUIDE

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Red Tart Cherries

• Potatoes •

Pears • Margarine

Dry Cereals • Broiler-Fryers

Fluid Milk • Canned Tuna Fish

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CURRENT SERIALS

The FOOD GUIDE lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

GRAPEFRUIT

SUPPLY: Grapefruit production this season (except California summer crop) is forecast at 40.7 million boxes. The Florida crop alone is estimated at 35 million boxes, an increase of 2.5 million over 1961. This offsets an indicated production decrease elsewhere.

MERCHANDISING HINTS: Fast turnover and repeat-action should be the prime grapefruit merchandising plans.

- Mass display fresh grapefruit in bulk and prepacks. Use empty crates and use empty crates as bulk display stacks. Exceptional point-of-sale display available for you to use to draw heavy sales.
- Don't pile prepacks. Spoiled and damaged prepacks should be cut down on and separate. Use identification tags, dividers and separate. Put out, and to solicit business for grapefruit, too.
- Cut a few grapefruit halves--decorate halves with red cherries. Put out jars of honey around for "breakfast" fruit, too.

ORANGES

MERCHANDISING HINTS: Hard-hitting "sales talk"--and "power" in display arrangement will keep the move.

- Planning one of the top sales spots in your plan, plan a massive display geared strictly for "BIG SALE" impact. The time is right now for a BIG SALE. Fresh oranges are plentiful at price levels attractive to consumer trade.
- Promote prepacks heavily this month--let bulk sales take

care of themselves. Use competitive pricing on your pre-pack bags to get a "big run." And if you're featuring a combination of sizes in bulk, give them the right price tag, too.

RED TART CHERRIES

MERCHANDISING HINTS: This is the "preview" month for red tart cherries--and "kick-off" time for the big February sales drive ahead.

- Focus attention to shelf stocks during early January--with an "all-out" February "go" promotion and "big time" floor displays scheduled for the last week in January.
- Make sure you're ready for "early bird" pick-ups and set display plans to get heavy George Washington Birthday and Valentine sales next month. Request your red cherry supplier to furnish you with industry's pre-tested sales kits, talkers, over-the-wire hangers, banners, pass-out recipes and other display pieces--made to order for both current promotions and the February BIG SELL, too. In addition, check with flour and pie crust mix distributors for tie-in sales pieces that are geared to sell cherries, and will develop two-way sales. Put these "show-offs" to work. Start promotion rolling by featuring multi-can specials of canned red tart cherries--and "cherry pie filler", too. Fit red cherry pies into the dairy industry's "QUICK MEAL MATE" promotion--and tie-in with ice cream flavors--a la mode cherry pie, of course.

POTATOES

SUPPLY: Fall crop potato production, although down 7 percent from 1961, is estimated at 191 million hundred-weight, 22 percent above average. Harvest is completed and quality is reported to be good.

MERCHANDISING HINTS: It's good business to consistently

NOTE: BECAUSE OF FREEZE DAMAGE IN PRODUCING AREAS GRAPEFRUIT AND ORANGES ARE DROPPED FROM THE JANUARY FOOD GUIDE.

JANUARY/1963

**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Fluid Milk

Broiler-Fryers

Tuna Fish

Potatoes

Red Tart Cherries

Pears

Dry Cereals

Margarine

VARIETY is the KEY

WINTER 1961

2410-2412

promote potatoes as spuds account for approximately 25 percent of your produce department's tonnage and about 12 percent of dollar volume. Grocers take notice: Mrs. Housewife knows it's wise to buy potatoes for they satisfy healthy appetites and offer top value for her food dollar, too.

- You'll need "teamwork" and a massive display of both prepacks and bulk to get high volume sales. Use dividers to spotlight bulk varieties--then build separate stacks of prepackaged "bakers", "all-purpose" and "reds," alongside. Be sure you're selective in choice of displayed bulk, for Mrs. Housewife's ideal potato has these requisites: medium size, clean, smooth skin, no spots, shallow eyes and undamaged. Try to satisfy her needs.
- Good tie-in combos to push: "Quick Meal Mates" sour cream and chives with "bakers"--cheddar cheese with "all-purpose" spuds--and butter or margarine with "reds." Be sure you "talk" about "meat and potatoes" at mass potato display, and in the meat department, too.

CABBAGE

SUPPLY: On the basis of estimated acreage planted to winter cabbage, supplies could be burdensome. Storage supplies of fall crop cabbage are also large.

MERCHANDISING HINTS: Inform your customers that good-tasting cabbage is now the "bargain vegetable buy"--loaded with Vitamin "C", too.

NOTE: BECAUSE OF FREEZE DAMAGE IN PRODUCING AREAS

CABBAGE IS DROPPED FROM THE JANUARY FOOD

GUIDE.

About Corned Beef & Cabbage Tonight? Prompt them--
"Try Something Different - Prepare Cabbage Rolls For A Change."

- Keep cabbage heads under refrigeration until they're ready for the bin. You might give them a little "swim"--and trim butts before they reach display spot, too. Quality, and display eye-appeal, are the right ways to bigger sales.

PEARS

MERCHANDISING HINTS: Tray packs, "tote" bags and loose pears will show good sales-action now. Best reception, no doubt, to loose fruit offerings at this season of the year.

- A counter display alongside grapes gets results. When planning layout, be doubly sure loose offering placements are chosen for top-quality grade, as this has a definite influence on prepack sales.
- Every grocer knows that about 90 percent of his fruits and vegetables are sold on "eye-appeal." Get display primed accordingly. Spot selling sign--"Good Eating Pears." And it's a perfect time to suggest family-pleasing pears for fruit bowls and as "Quick Meal Mates" to go with cottage and cheddar cheese for salad delights.

MARGARINE

MERCHANDISING HINTS: Margarine needs to be teamed with related item products for top volume and profitable returns.

- "Double feature" money-saving margarine this month--with "solid-selling" items from the bakery department--and promote it in "combo" displays with pancake, waffle, biscuit and roll mixes, too. Above all, show it at the spud display--a top sales-getting stand. Use a portable refrigerated display unit to alternate your margarine tie-in selling techniques at every possible go-with point.

BROILERS-FRYERS

MERCHANDISING HINTS: Star sales performers are these customer-pleasing tender chicks--they rate a top spot on customer shopping lists.

- Use whole birds as the "leader" and heavy traffic-builder--at broiler-fryer display point--and in your ads,

too. However, be sure you have ample stocks of "cut-ups" and "select parts" on hand in the poultry department to take care of the "choosy" trade. Wings and backs for stewing, preparation of soups, etc., get a big play during cold weather time. Give these parts feature treatment the first three days of the shopping week.

CANNED TUNA FISH

MERCHANDISING HINTS: Mrs. Housewife finds canned tuna goes a long way in helping her to prepare economical casseroles, delightful salads and tasty sandwiches.

- Use jumble displays to feature "chunks" and shredded. Feature "chunk" tuna in floor display the first two weeks of the month--selling "shredded" from gondola shelves. The last two weeks in the month, alternate--get "shredded" on the floor and feature "chunk" from the shelf. To get best results promote both varieties in multi-can specials on the floor and at shelf stocking points, too.

FLUID MILK

MERCHANDISING HINTS: The "Quick Meal Mates" promotion is underway and the dairy industry's nationwide drive should give fluid milk sales a boost.

- Dairy product distributors have excellent promotional aids to make fluid milk displays a real hit. For sure "pick-up" appeal use these pieces. Then keep milk case spotless and watch sales grow. Don't forget your own signwork--a "Help Yourself To Better Health" banner above a fluid milk case always moves big supplies.

DRY CEREALS

MERCHANDISING HINTS: Cold weather months are cereal-selling time. Offer shoppers variety to get high volume sales.

- Cereal manufacturers are constantly pushing their products, so let their representatives help you with display plans. Tie-ins are perfect for producing multi sales. Team fluid milk with cereal assortments during the dairy industry's "Quick Meal Mates" promotion this month. And you have other top-notch "sales-partners" in fresh fruits.

MENU OF THE MONTH

Casserole of Chicken with Vegetables

Boiled Potatoes Orange and Cabbage
Slaw

Hot Biscuits Margarine

Cherry Tapioca

Milk

RECIPE OF THE MONTH

CASSEROLE OF CHICKEN WITH VEGETABLES

Broiler-fryers, 3 to 4 pounds ready to cook	1 small green pepper, chopped
Flour	2 medium-sized carrots, sliced
Salt and pepper	1½ cups celery, chopped
2 tablespoons fat or oil	1 small onion, chopped
2 cups hot water	

Cut chicken in serving pieces. Season with salt and pepper, sprinkle with flour.

Heat fat in a heavy pan and brown the chicken in it. Remove chicken to a casserole--or leave in the pan if it is suitable for oven use. Add hot water and ½ teaspoon salt. Cover closely.

Cook in the oven at 325°F. (slow) until almost tender--about 1 hour. Add water as needed during cooking to keep liquid at original level.

Add vegetables and cook 30 minutes longer.

Remove a little fat and mix with 2 tablespoons flour. Add several spoonfuls of hot liquid from the casserole. Stir mixture into liquid in casserole. Cook 10 to 15 minutes longer.

6 to 8 servings.